

98 00356

Public
Information
Officer

Handbook

98 0033

Public Information Officer



Interactive Workshop

November 7, 1997

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October 31, 1997

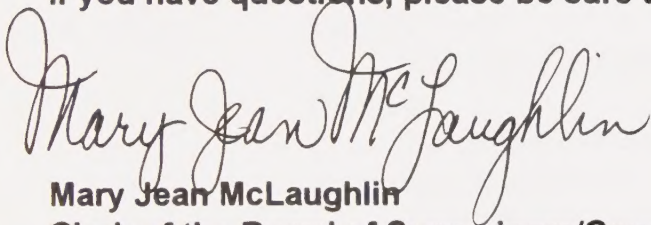
WELCOME TO OUR FIRST EVER PUBLIC INFORMATION OFFICER TEAM MEMBER TRAINING!

We are excited about this opportunity and about your participation on our team.

The Public Information function is a critical component in emergency response and operations. Often times, we are the first section to activate - and the last to stand down.

The public and emergency crews look to us to provide accurate and timely information. We have designed this training and this handbook to give you the tools and resources needed to be a valuable member of our team.


If you have questions, please be sure to call.



**Mary Jean McLaughlin
Clerk of the Board of Supervisors/County PIO
253-4580**



**Pamyla Means-Nigliazzo
City Clerk/City of Napa PIO
257-9503**



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Emergency Public Information Workshop November 7, 1997

9:00 - 9:15	Welcome Remarks
	Jay Hull, Napa County Administrator/Dir. of Emergency Services
	John Volpi, Napa County Emergency Services Coordinator
	Tim Borman, Battalion Chief-City of Napa Fire Dept/City of Napa Emergency Services Coordinator
	Kathy Bailey, Governor's Office of Emergency Services/Emergency Services Coordinator
9:15 - 9:45	Emergency Operations Center / SEMS Neal O'Haire, Governor's Office of Emergency Services
9:45 - 10:00	Group Exercise
10:00 - 10:30	Media Center Set-up Mary Jean McLaughlin, Pamela Hansen, Holly Koford Napa County Emergency PIOs Press Releases Pam Means-Nigliazzo, City of Napa PIO
10:30 - 10:45	Break
10:45 - 11:30	Rumor Control Dan Hall, Firefighter-Paramedic, City of Napa The Law Sgt. John Robertson, Napa County Sheriff's Department Emergency Alert System Kathy Bailey, OES
11:30 - 12:15	Media Panel KVON - Jeff Schechtman Napa Valley Register - Pat Stanley and Randy Foster KCBS - Tod Smoot Bay City News - Richard Fogel
12:15 - 1:00	Media Question & Answer Lunch
1:00 - 2:00	Group Exercises
2:00 - 2:15	Break
2:15 - 3:30	Group Presentations / Feedback
3:30 - 4:00	Debriefing - Neil O'Haire, OES

WHERE SHOULD AN INFORMATION CENTER BE LOCATED?

An Information Center should be located where:

1. You will have enough telephones in place readily available (minimum 4 lines) and where you won't have to deal with party lines or switchboards.
2. You can get to the Incident Command Post within a reasonable amount of time.
3. The media can find you.
4. You won't interfere with ICP activities, dispatchers, and other work areas, and they won't interfere with you.
5. You have sufficient floor space, wall space, lighting, and access to tables and chairs.
6. You have access to a copy machine.
7. You have room to expand your operation, if and when it is necessary.

If you are setting up the center for an agency or unit other than your own, check to see if there are any preexisting arrangements. There might be a facility already reserved and equipped for an Information Center.

SETTING UP THE INFORMATION CENTER

When setting up the information center, remember to:

1. Arrange the room carefully to allow for foot traffic and to maximize wall space.
2. Face tables and chairs so that information can be seen easily.
3. Space telephones far enough apart so that they won't interfere with one another and locate a "reserved/internal use only" telephone apart from the other phones.
4. If necessary, provide a separate space and bank of telephones (pay) for the media and the public, preferably in a different room or outside. In some situations this may not be possible, and you may have to allow the media into the Information Center under a controlled atmosphere.
5. Post an incident map, preferably one with an acetate overlay, and an incident status board (blackboard style or acetate overlay) where they can be seen easily by those using the telephones.
6. Post a sign outside the center to direct the public and media.
7. Post an incident status board or sheet and incident map outside the center to reduce foot traffic in the center.

INVENTORY - PIO KIT

Batteries

Cleaning Fluid for Dry Erase Board

Diskette (WORD - Forms + Previous Press Releases)

Dry Eraser

Files -

a. Diagram of Media Center

b. Media Labels for Faxing

c. Phone Contact List for EOC + Other Jurisdictions

File Folders (Blanks)

Maps - Napa County + Supervisorial Districts

Marking Pens

Note Pads

Paper Clips

Pens/Pencils

Portable File Holder

Post It Notes -- Various Sizes

Printer Paper

Radio

Scissors

Stapler

Staple Remover

Tape -- Masking, Scotch, Duct

Tape Dispenser

Tylenol

CITY OF NAPA PUBLIC INFORMATION CENTER

PIO KIT INVENTORY

- ★ **PIO BINDERS - (2 Supervisor / 3 Staff)**
Contains resource lists, instructions on access to Police Department (PIO center is located on first floor), situation logs for current incident, flood history, forms, instruction lists for various types of disasters.

- ★ Pens and Pencils
- ★ Study notes and notepads
- ★ Scanner
- ★ Citizens Guide for Flooding
- ★ City Maps
- ★ PIO name tags
- ★ Paper cups
- ★ Sandbag brochures
- ★ Ream of xerox paper
- ★ Clip Board

PIO TEAM

Duffle Bag Contents

The following is a suggested list of items you may want to have in a pre-packed duffle bag in case of call-out:

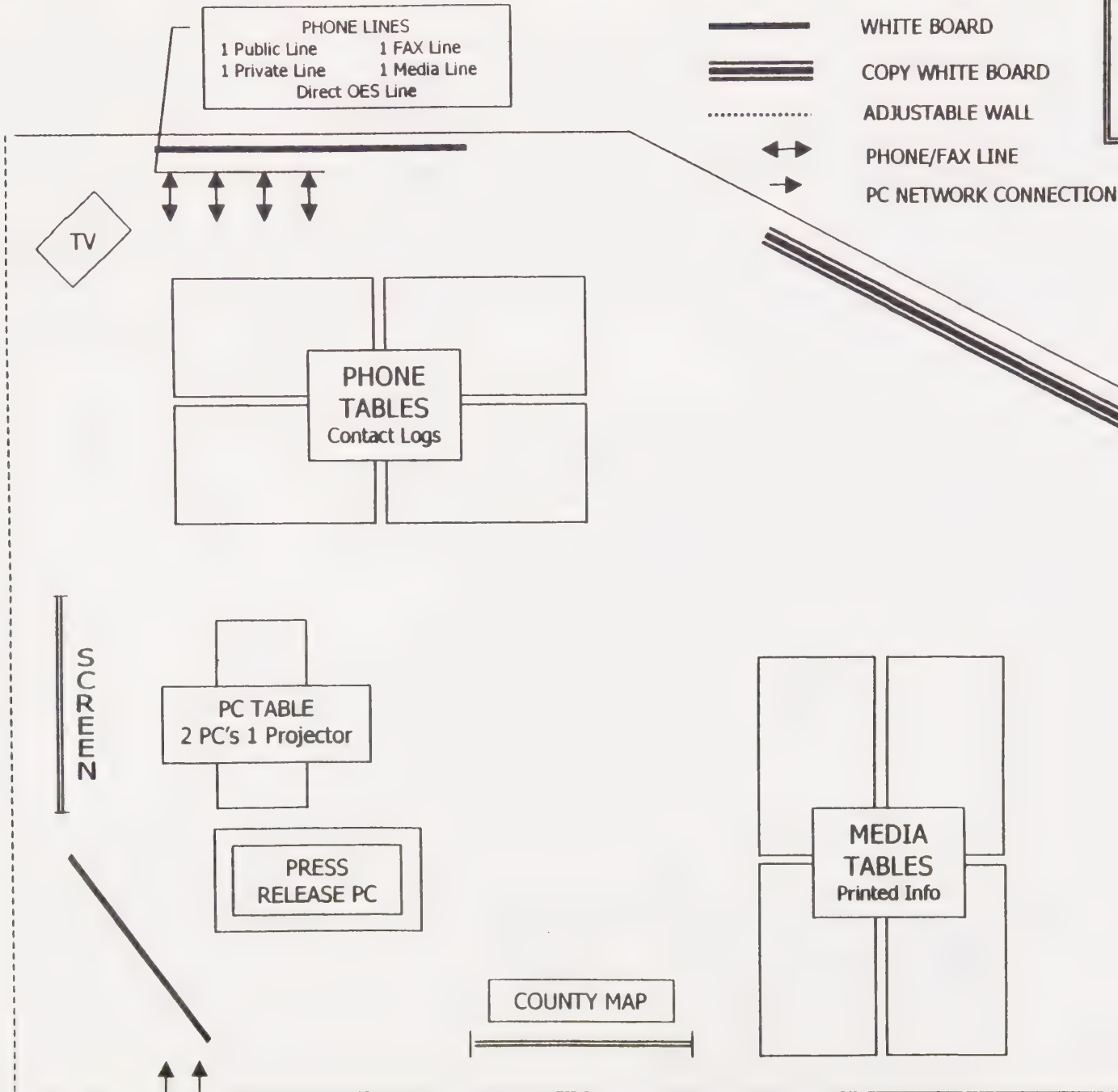
- 2 – 3 Plastic Bottled Waters
- 2 – 3 Granola Bars
- Instant Soup/Crackers
- Lifesavers/Breath mints
- Toothbrush & Toothpaste
- Comb/Brush & Mirror
- Deodorant/Hairspray
- Tylenol/Tums/Gum
- Lipstick/Make-up (?)
- Slippers/Socks
- Change of clothes
- Small pillow/light blanket



COUNTY of NAPA

1st Floor - Admin. Bldg.
1195 Third Street - Napa

PIO Media Center



TOP drawer of File
Cabinet contains extra
PIO Room supplies.

(Forms, White Board Markers,
Paper Plates, Utensils. Water)

**LASER
PRINTER**
Set up to Print
from PIO Room

PHONE LINE for
Road Condition
Recording – Use
PIO telephone



**Dorothy
Bickert's
Cubicle**

Place MIS FAX
machine on
this desk and
attach to
telephone
line. THIS
FAX FOR
OUTGOING
FAXES.

**Holly
Koford's
Cubicle**

**CLOSE UP – of cubicles located to the right, rear of
Training Room 2 (next to main Media Room)**

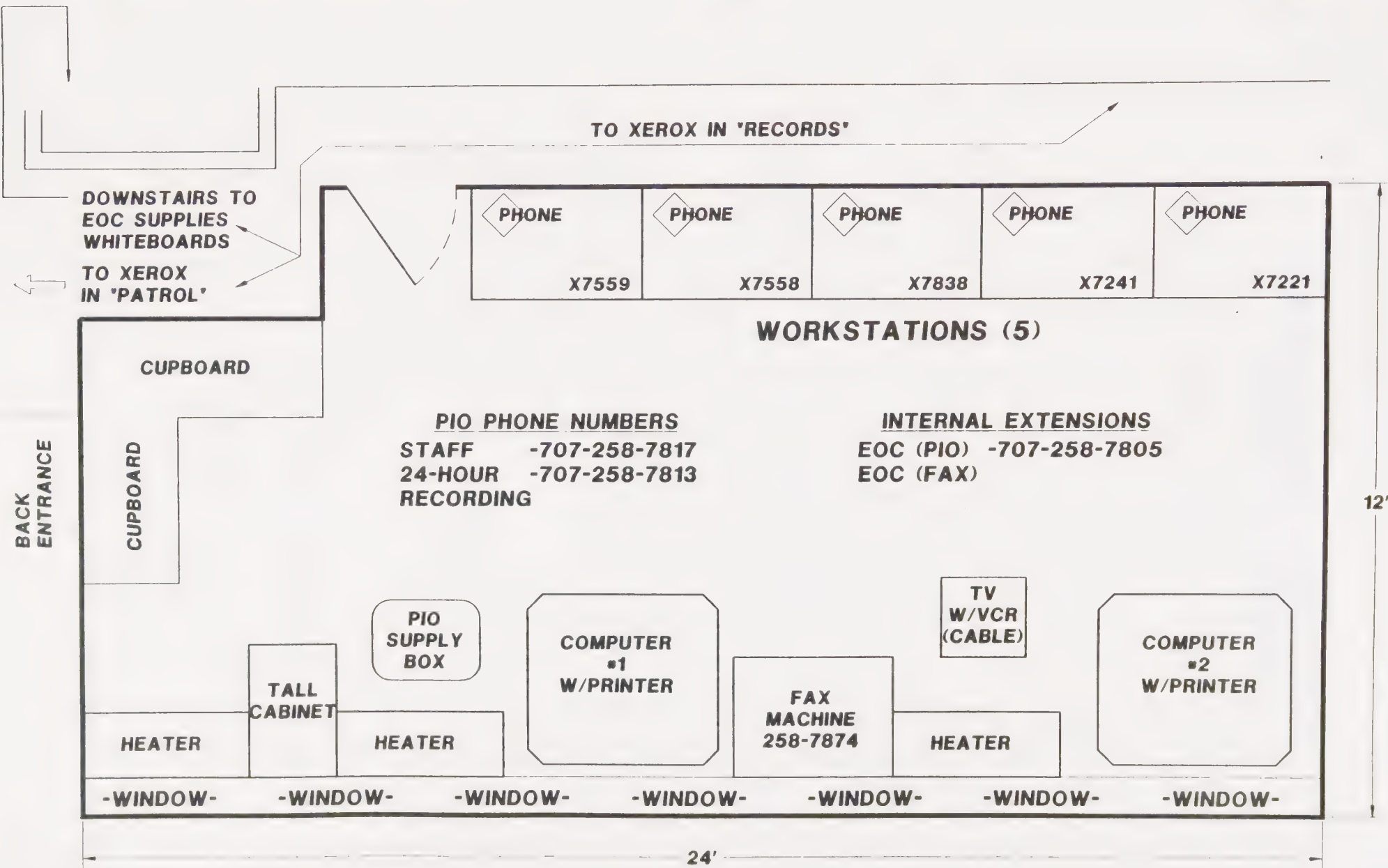


COUNTY of NAPA – PIO Media Center

Annex Training Room # 2

1st Floor – Admin. Bldg.

1195 Third Street - Napa



COMPUTER SOFTWARE

WORKS
WORD
EXCEL
POWER POINT
ACCESS CAD/RMS

PUBLISHER
POWER UPI
QBASIC
SMARTMON

CITY OF NAPA
PIO Media Center
Police Department - Room 108

DEMOBILIZING AND CLOSING OUT THE INFORMATION FUNCTION

1. The Information Officer will need to meet and brief Information personnel on the following:
 - a. Demobilization Plan
 - b. Incident priorities release
 - c. Procedures
 - d. Surplus staff
 - e. Release priorities of Information staff
 - f. Agency specific standards - check with Liaison Officer
2. Packaging records.
 - a. All ICS forms and information documents to Documentation Unit.
 - b. All information packages should be labeled.
3. Maintain a system to account for personnel and supplies moved from closed work locations and field locations.
4. Surplus personnel

Using Tentative Release List, ICS Form 223, Information Officer provides the Planning Section with a list of personnel that can be released.
5. Personnel evaluations
 - a. Should be started early
 - b. It is important to complete evaluations for all personnel.
 - 1) Personal development - advise home unit of performance
 - 2) Identify training needs
 - c. Written comments are better than numeric ratings. Evaluations must be discussed with subordinates.

MEDIA Contact Sheet

DATE:

PG. #

[illegible]

PUBLIC Contact Sheet **DATE:** **PG. #**

PUBLIC Contact Sheet **DATE:** **PG. #**

PUBLIC Contact Sheet **DATE:** **PG. #**

[illegible]

Working with the Media

- Establish relationships
- Understand their needs
- Media can help in times of disaster
- Know your local media
- Be prepared to be asked questions
- Avenues to reach the Media
- If they don't hear it from you - they will hear it from someone else!



Media Releases

- Accuracy is essential!
- Must be timely ⌚
- Obtain necessary approvals before release of any information
- Maintain a file of all media releases
- Be prepared for follow-up requests for phone or in-person interviews
- Elements of a press release



a. General Guidelines For Working With the Media

- _____ 1. The media, for the most part, are not all bad! Most of the time they are just doing their job like you!
- _____ 2. The media should be part of your emergency planning process -- they should be utilized in awareness campaigns and plan and procedure development especially in the areas of alert, notification, and warning.
- _____ 3. The media can help you in many ways -- reduce panic, prepare for action, and alert and warn the public.
- _____ 4. The media can be used as a source of information during times of emergency -- television can provide you with information about your own disaster!
- _____ 5. Get to know your media -- personal contacts with your local media are extremely important in developing stories or getting your information told to the media.
- _____ 6. When meeting with the media before an emergency explain to them your various departmental policies, procedures, and tactics.
- _____ 7. Meet with top editors in addition to reporters. Meet with television station managers as well as other broadcast personnel. Know radio station managers and other key radio personnel.
- _____ 8. It is important that you know the different types of media in your community.
- _____ 9. Remember it is a reporter's business to ask questions - even those that you may not like to answer. Be prepared for the questions -- preparation can be the key in any interview or news conference situation.
- _____ 10. Bad news travels fast -- news coming out of city hall of a negative nature will reach the media. Expect to be contacted and once again -- be prepared!
- _____ 11. Utilize various ways to reach the media to include: telephone or personal contact, news releases, briefings, backgrounders, media advisories, radio public service announcements, audio clips, spot announcements, television releases, and/or interviews.
- _____ 12. Remember any public information programs, preparedness or awareness campaigns will need the cooperation and support of the media.

- _____ 13. During emergency situations the importance of the media is increased -- because information is often needed quickly by the public the media can provide the means for transmitting this information.
- _____ 14. Treat all branches of the media equally! Try to stay away from special relationships and trusts.

13. Checklist of Media Considerations

Included in this section are three checklists of media considerations. The checklists should be reviewed periodically and used as reminders when media concerns arise. The checklists include the following:

- a. Normal (Day-to-Day) Activities
- b. Emergency Incidents
- c. Disasters or Major Emergencies

This section should be updated annually or whenever you come across media tips or concerns that can be included here!

a. Normal (Day-to-Day) Activities

- _____ 1. Maintain updated media contact list.
- _____ 2. Keep media informed of all awareness/preparedness campaigns.
- _____ 3. Keep daily contact with various media -- build personal working relationships -- this will help during an emergency situation.
- _____ 4. Know your local media -- there may be specialized newspapers in your community that reach certain audiences. These audiences may need to be targeted during awareness/preparedness campaigns. Radio stations also reach certain audiences. Know the formats of the various radio stations in your community. A rock and roll station that generally has an audience with ages ranging from 13-25 may be used for a public service spot on fire prevention and home fire drills. Be creative!
- _____ 5. Make sure the media knows what your role is in the community joint information system.
- _____ 6. Explain to the media the various departmental responsibilities, policies, procedures, and tactics.
- _____ 7. Involve the media in all preparedness drills and exercises - have them play their real roles during the exercise in addition to covering the event.
- _____ 8. Make an attempt to treat the various branches of the media equally -- this will benefit you during emergency situations.
- _____ 9. Explain to the media public information policies and procedures during emergency incidents (at a command post), during EOC activation, and during JIC activation. An understanding of how official information will be disseminated during these conditions will help you in your role as a PIO when something actually does occur.
- _____ 10. During preparedness training sessions invite local media to participate in the program -- have them explain their roles in disseminating information.

- _____ 11. Positive relationships built during normal (day-to-day) activities will be valuable during emergency situations. People who have worked together on a regular basis everyday -- will work better together when the community is facing a crisis!

b. Emergency Incidents

- _____ 1. Maintain updated media contact list.
- _____ 2. Make sure you have enough staff on-scene at the incident to handle media requests.
- _____ 3. Contact with the Incident Commander must be maintained at all times -- even when members of the Information Officer's staff are briefing the media.
- _____ 4. Allow television and print photographers to get as close to the scene as possible. This must be an organized effort!
- _____ 5. Consider a pool set-up if that is the only way access to the scene can be arranged.
- _____ 6. Do not use danger as an excuse for keeping the media completely at bay -- in most cases you will be able to arrange for footage and pictures to be taken near the actual scene of the incident.
- _____ 7. Know which media you have on the scene with you -- this may prove to be beneficial later in the event!
- _____ 8. Remember that normal procedures change during emergency situations -- the same media that has worked with you over the past several months in setting up a fire prevention campaign will begin to question aspects of policy decisions made during the incident. Mistakes are often magnified during emergency situations. Rely on the relationship you have built during normal (day-to-day) activities.
- _____ 9. Preparation is the key when dealing with the media at the scene of an incident. Although you may be under extremely difficult time factors -- make sure the Incident Commander has briefed you on all happenings at the incident. Take a little extra time and make sure you have everything you need before you release any information.
- _____ 10. The media is going to want to talk to the Incident Commander at some point in the operation. Depending on the incident this may prove to be quite difficult. If you have built a strong relationship with the media -- say as in your role of Fire PIO -- you may be able to avoid putting the IC in front of the cameras for awhile. Regardless, the media is eventually going to want to talk to the IC -- be prepared to free up a few minutes of the IC's time for a media briefing.

c. Disasters or Major Emergencies

- _____ 1. Maintain updated media contact list.
- _____ 2. Keep in mind that the media may be camped on the steps of the EOC or JIC before you even arrive! Be prepared to move quickly into action in the event of a sudden emergency or disaster!
- _____ 3. It is extremely important to get out at least a summary statement or fact sheet as soon as possible after the emergency or disaster has happened.
- _____ 4. If you do not get the information out quickly the media will make every attempt to find out what is going on -- this will certainly be disruptive to any system you have previously established.
- _____ 5. Remember that the media can provide PIO's with information -- they have cameras in the field and may have access to some information before you do! Plan for this to happen and build it into your system.
- _____ 6. Provide timely briefings from the EOC or JIC -- schedule them in advance. Make sure proper public officials are available to answer technical questions.
- _____ 7. Emergency Public Information Organization staff members should monitor press briefings and news conferences. Questions may come up during the briefings that staff members can immediately begin to verify, confirm, or research.
- _____ 8. Know which media are present at the briefings. This may be beneficial to you later when you want to target a specific media or audience.
- _____ 9. Be prepared for the media -- coordination of information at the EOC or JIC is essential. No one wants to be blind-sided with a question they knew nothing about -- especially when the information was available somewhere in the system!
- _____ 10. Make sure all media releases are posted in the briefing area and copies are distributed to members of the media.
- _____ 11. Be prepared to give tours of the EOC and JIC to the media. Have a system worked out ahead of time.

- _____ 12. Select spokespersons carefully -- this person should be respected community leader with excellent communication skills! Preplanning in this area is suggested!

14. Media Releases

Media releases should be used if the information can get to the broadcast stations on time. Broadcast stations often receive releases long after the newspapers have run the story and long after the event has taken place. Media releases are fine if there's a lot of information to be relayed and if there's plenty of time for delivery. The phone or fax is the best way to get information to the broadcast people quickly, so they can release the information to the public as soon as possible.

This section of the manual will review how media releases are written and include specific instructions on how to complete the sample media release form included in the materials.

PIO's should periodically review these guidelines and instructions when tasked to write a media release. These materials should be updated annually.

a. Writing Media Releases

- _____ 1. Cover the Who, What, When, Where, Why, and How portions of information as soon as you can in the release.
- _____ 2. Double-space with two-inch margins. Print only on one side of the paper.
- _____ 3. Releases should be numbered for tracking purposes.
- _____ 4. Releases should be dated. Also include time of release.
- _____ 5. Make sure releases include a contact person -- "For more information"
- _____ 6. Insert "For immediate release" unless the release is of a preparedness or awareness nature and needs to be dated.
- _____ 7. Multi-paged releases need to have numbered pages.
- _____ 8. Insert "more" at the bottom of continued pages.
- _____ 9. Insert "end" after the last paragraph.
- _____ 10. Get the release out as soon as possible -- make sure your system for signing off on releases is smooth and quick!
- _____ 11. Follow-up releases should contain new information!
- _____ 12. Keep a file on all released information so you can refer back to them when needed.
- _____ 13. Make sure everyone who needs to know about the release is informed ahead of time -- don't catch your boss off guard!
- _____ 14. Remember media deadlines -- write them down!
- _____ 15. Use of fax machines can help you meet deadlines.
- _____ 16. Remember that releases may generate requests for phone interviews, video and audio tape sessions, and news conferences. Be prepared!
- _____ 17. Clearly identify all quotes by name and title in the release. Keep the quotes short and avoid any technical jargon.

- _____ 18. Develop a comprehensive mailing list for the releases.
- _____ 19. Have all background information related to the release prepared -- so when questions come up you are ready!

b. Media Release Information Instructions

The purpose of this form (included in c of this section) is for gathering information needed about a given situation in an orderly fashion to brief and update all media groups on the current situation. The form can also be used to write media releases. It also gives the PIO a formal record of all information released to the media.

It is suggested that one of these forms be prepared for every release of information to the media. Any announcement formats used should have copies attached to this form for the record.

Instructions For Completing the Form

1. PIO: The name of the public information officer assigned to this situation. This may or may not be the same person preparing the form.
2. LOCATION: The physical location of the media release point. Command post, EOC, JIC, Office, etc.
3. DATE: The date of release.
4. TIME: Time of release.
5. RELEASE: Initial/Update/Final
6. INCIDENT NAME: Every incident is given a name.
7. INCIDENT NUMBER: Every incident is given a number for reference purposes.
8. INCIDENT COMMANDER: Every incident has a commander, a person in-charge of the situation. During a major emergency or disaster this may be the Emergency Program Manager.
9. JURISDICTIONS INVOLVED: List all cities, counties, states, etc. working at the event.
10. TYPE OF INCIDENT: List general type of incident -- flood, fire, earthquake, hurricane, etc.
11. AREA INVOLVED IN INCIDENT: Indicate area involved in the incident -- river flood basin, industrial park, etc.
12. TIME BEGAN: Approximate time and date the incident began to unfold. When it was first reported or declared to be an emergency situation.

13. ESTIMATED DATE/TIME SITUATION WILL BE CONTAINED: The official time estimated that the situation will be brought under control. (if it can be estimated)
14. GEOGRAPHIC AREA OF INVOLVEMENT: The actual borders of the situation. Use streets, roads, highways, city boundaries, etc.
15. PERCENT OF CONTAINMENT: Relates to fires or floods. Give description if applicable.
16. CONTROL DECLARED: Relates primarily to wildland fires. Give date and time the situation is under control.
17. CURRENT THREATS: List things that are being watched out for and attempts are being made to protect from damage or injury.
18. CURRENT PROBLEMS/POTENTIAL THREATS: What special problems are currently be faced. Wind, heavy rain, access problems, equipment shortages, etc.
19. ESTIMATED LOSS VALUE/CURRENT: Estimated value of lost or damaged property, structures, equipment, etc.
20. INJURIES: List number and type of injuries.
21. DEATHS: List number and type of deaths.
22. COOPERATING AGENCIES: List all cooperating agencies participating in the response.
23. CURRENT WEATHER CONDITIONS: Temperature, humidity, winds, and any important general weather information should be listed.
24. PREDICTED WEATHER-NEXT 24 HOURS: From NWS list forecast.
25. NUMBER OF PERSONNEL INVOLVED: List total number of personnel involved in the incident.
26. NUMBER OF PIECES OF EQUIPMENT INVOLVED: List total number of pieces of apparatus currently be utilized.
27. PREPARED NARRATIVE/REMARKS: Type any prepared format comments you want to release or general remarks or continued information from any of the above boxes.
28. LIST OF EQUIPMENT INVOLVED: Detailed list of equipment involved at the incident -- by agency, type, etc.

29. PLANS FOR NEXT 24 TO 36 HOURS: General plans that have been formulated for dealing with the situation.
30. PREPARED BY: Name of the person who collected the information recorded on this form and the date and time they collected it.
31. I/C APPROVAL: Incident Commander approval if appropriate or other official.
32. RELEASE AUTHORIZED FOR: The Incident Commander or other appropriate official will indicate if the information can be released immediately or the earliest date and time that this information is authorized for release by the PIO.

PUBLIC INFORMATION OFFICER MEDIA RELEASE INFORMATION			1. PIO 2. LOCATION	
3. DATE	4. TIME	5. RELEASE	6. NAME	7. NUMBER
8. IC	9. JURIS	10. TYPE OF INCI	11. AREA	
12. TIME	13. EST. CON.	14. % CON.	15. GEOGRAPHIC AREA	
16. CONTROL DECL.			17. CURRENT THREATS	
18. CURRENT/POTENTIAL PROBLEMS				
19. EST. LOSS	20. INJURIES	21. DEATHS	22. COOPERATING AGENCIES	
23. CURRENT WEATHER CONDITIONS			24. WEATHER FORECAST	
25. # PERSONS			26. # EQUIPMENT	
27. PREPARED NARRATIVE/REMARKS				

27. PREPARED NARRATIVE/REMARKS - CONTINUED

28. EQUIPMENT INVOLVED:

ITEM

#

AGENCY

REMARKS

29. PLANS FOR NEXT 24 TO 36 HOURS

30. PREPARED BY

31. IC APPROVAL

32. RELEASE AUTHORIZATION

15. Prescribed Media Releases

- a. General Road Closures
- b. Road Closures (Flooding)
- c. Evacuation Ordered (Flooding)
- d. Low Hazard/Confined spill or release
- e. General Summary Statement for Hazmat Incident
- f. High Hazard/Spill or Release/Evacuation Necessary
- g. Sample General Fax Release
- h. Sample Flooding Fax Radio/TV Release

MEDIA RELEASE

GENERAL

This is _____ from the _____

The _____ has caused traffic problems/
hazards in the area bounded by _____

_____.

Please avoid these roads/streets. If you must travel, use
avoid the areas affected by this situation.

OTHER COMMENTS:

_____.

ROADS CLOSED (FLOODING)

SAMPLE RADIO/TV MESSAGE

This is _____ from the _____.

The recent storm has caused severe/moderate flooding in several areas of the city/county. As of _____ today, the following roads/streets have been closed by law enforcement officials:

Please avoid these roads/streets. If you have to travel, use alternate routes. Avoid all low-lying roads near streams, creeks, and rivers.

Again, those roads/streets which have been closed are: _____

Please stay tuned to this station for additional road closure information.

EVACUATION ORDERED (FLOODING)

SAMPLE RADIO/TV MESSAGE

(To be announced by Chief Elected or Appointed Officials, Fire Chief, Police Chief, Sheriff, or other local authority.)

This is _____. The flooding situation continues in parts of _____ county/ city and may worsen. For your safety, I am asking that you leave the _____ area as soon as possible. (Give boundaries of local area, evacuation routes, etc.)

Be sure to take essential items -- medicine, special foods, personal items, baby supplies, clothing, money, and valuable papers -- but do not overload your vehicle. Secure your home before you leave. Be sure to check on any neighbors who may need assistance!

If you cannot stay with relatives or friends outside of the evacuation area, go to one of the shelters at _____

_____.

Pets will not be allowed in the shelters. If you cannot make arrangements for someone outside the evacuation area to take care of your pet the following places may be able to house your animal: _____

Do not allow your pet to run loose. If you cannot make arrangements for your large animals the following places may be able to provide assistance: _____

If you have no means of transportation or you are physically unable to evacuate on your own, ask a neighbor to assist you or call the following number: _____

I repeat -- if you live in the _____ area
_____ area
you are requested to evacuate for your own safety. Stay tuned to this station for more information and instructions.

Thank you for your cooperation and your courtesy to others.

Repeat complete message!

LOW HAZARD/CONFINED SPILL OR RELEASE - NO GENERAL EVACUATION

SAMPLE RADIO MESSAGE

This is _____ at the _____.

A small amount of _____, a hazardous substance,
has been spilled/released at _____.

Streets are blocked and traffic is restricted in the area, and
authorities have asked residents in the immediate _____

block area to evacuate/stay in doors. Please avoid this area.

The material is slightly/highly toxic to humans and can cause the
following symptoms: _____

If you think you may have come in contact with this material, you
should (give health instructions) _____

For your safety, please avoid the area if at all possible. Some
alternate routes are _____

If you are now near the spill/release area, please follow
directions of emergency response personnel. Cleanup crews are on
scene. Thank you for your cooperation!

GENERAL SUMMARY STATEMENT FOR HAZMAT INCIDENT

(TO BE ADAPTED ACCORDING TO THE SITUATION)

At approximately _____ a.m./p.m. today a spill/release of a potentially hazardous substance was reported to this office by _____. Emergency response units were immediately dispatched to the scene to cordon off the area, direct traffic, and access the situation. The material was determined to be _____

_____ which upon contact, may produce symptoms of _____.

Precautionary evacuation of the _____ area surrounding the spill was requested by the fire department.

Approximately _____ persons were evacuated.

Cleanup crews from _____ were dispatched to the scene and normal traffic resumed by _____, at which time residents were allowed to return to their homes.

There were no injuries reported -- or -- _____ persons, including _____ emergency response personnel, were treated at area hospitals for _____, and _____ were later released.

Those remaining in the hospital are in _____ condition. Response agencies involved were _____.

HIGH HAZARD/SPILL OR RELEASE/EVACUATION NECESSARY

SAMPLE RADIO/TV MESSAGE

(SUGGEST EBS USE AND REPEATED BROADCAST)

This is _____ at the _____.

A large/small amount of _____, a highly hazardous substance, has been spilled/released at _____.

Because of the potential health hazard, authorities request all residents within _____ blocks/miles of the area evacuate.

If you are _____

_____, you and your family should leave as soon as possible/now. Go immediately to the home of a friend or relative outside the evacuation area or to the _____ shelter.

If you can drive a neighbor who has no transportation, please do so. If you need transportation, call _____.

Children attending the following schools _____

_____ will be evacuated to _____.

Do not drive to your child's school. Pick up your child from school authorities at the evacuation center.

The material is highly toxic to humans and can cause the following symptoms:

If you are experiencing any of these symptoms, seek help at a hospital outside the evacuation area, or at the evacuation center at _____.

Repeat, if you are in the area of _____,

you should leave, for your own safety. Do not use your telephone unless you need emergency assistance.

SAMPLE GENERAL FAX RELEASE

(Note: A fax message should have a header or cover page which is one-half page long and should draw the attention of the receptor to the important nature of the fax.)

LETTERHEAD

This _____ page fax is an important message from the Liberty County/Central City Emergency Operations Center. Please broadcast often until _____.

MESSAGE:

Signed,

Public Information Officer
Callback verification number 374-2933
Fax number 374-6540

SAMPLE FLOODING RADIO/TV FAX

LETTERHEAD

DATE: _____ TIME: _____

BROADCAST UNTIL: _____ PREPARED BY: _____

TEXT FOLLOWS:

This is an important message for people living in the Central City area from the Liberty County/Central City Emergency Operations Center.

The current storm has caused severe/moderate flooding in several areas of the city/county. As of _____ today, the following streets/roads were closed by law enforcement officials:

_____.

Again the streets/roads closed by law enforcement officials are:

_____.

This has been an important message from the Liberty County/Central City Emergency Operations Center.

Please stay tuned to this station for additional information and updated road closure information.

Callback verification number 374-2933 Fax number 374-6540
--

END OF TEXT - END OF FAX MESSAGE

Preparing for the Interview - HELP!

- Be prepared
 - Know your information
 - Anticipate questions
 - Be aware your answers are being transmitted to an audience - large or small
 - Avoid using jargon or acronyms
- Stay calm
- Watch body language
- Dress appropriately
- Look at reporter, not at the camera



a. Interview Checklist

- _____ 1. Be prepared -- know what you plan to talk about!
- _____ 2. It is important that you, or the person you plan to have speak to the news media, know the subject matter involved thoroughly!
- _____ 3. If you don't know the answer to the question asked -- say so! Never say "no comment".
- _____ 4. Avoid using jargon or acronyms.
- _____ 5. Live interviews are becoming more common on television -- be aware that your answers are being transmitted via TV to the audience!
- _____ 6. First impressions are important -- a clear, concise opening statement which covers basic facts is essential!
- _____ 7. Stay calm -- don't lose your composure if the reporter is "rough" on you. Think through the question being asked. You can often turn a negative related question into a positive situation with a careful answer.
- _____ 8. Don't rush your answers -- "buy" some time on a question by giving some background information on the issue before you directly answer the question!
- _____ 9. Remember that even if the interview is being taped, your remarks could be edited in such a fashion to cause problems -- think through each answer!
- _____ 10. Questions of policy should be answered by policymakers. Let the policymakers field these comments.
- _____ 11. The Who, What, Where, When, Why, and How will always be a part of the interview -- know your answers!
- _____ 12. Watch your body language -- hand movements, involuntary smiles, squinting, etc. -- they can be damaging on the air!
- _____ 13. Be sure your dress is appropriate, if you have time to prepare. Uniformed personnel should be in uniform!
- _____ 14. Be careful of any remarks made in the vicinity of a camera or microphones.

- _____ 15. When you are on the air, look at the reporter not the camera. Exceptions: when you have a strong point to make and when you are located away from the reporter. (field site and tv studio interview)

Media and the Law


- First Amendment
Congress shall make no law abridging freedom of speech or of the press
Press shield laws and press access laws are in place
In California, the press has access to a disaster scene, with some exceptions
- Freedom of Information Act
Ralph M. Brown Act
- Privacy Act
Prohibits keeping files on ways in which one exercises their free speech rights
- Title III Requirements
Requires that information about the storage and handling of hazardous materials be made available
- Copyright Law
Addressed in US Constitution



CITY OF NAPA

INTER-OFFICE MEMORANDUM

TO: JOE PERRY, FIRE CHIEF AND STEVE CERIANI, FIRE CAPTAIN

FROM: THOMAS B. BROWN, CITY ATTORNEY 

RE: PRESS ACCESS TO INVESTIGATION SCENES

DATE: November 3, 1995

This is in response to your memorandum dated October 4, 1995, a copy of which is attached. (City Attorney Log No. 95-191.)

ISSUE:

What rights, if any, do members of the press have with respect to access to an investigation scene for the purpose of taking photographs?

CONCLUSION:

The answer to this question depends on the nature of the investigation scene involved. Although members of the press have no constitutional right to access to crime or investigation scenes pursuant to the First Amendment (or the California Constitution), the press has a statutory right under Penal Code section 409.5 to be permitted access to "a menace to the public health or safety . . . created by a calamity such as flood, storm, fire, earthquake, explosion, accident, or other disaster"

DISCUSSION:

Cases decided both by the California courts and the United States Supreme Court have clearly concluded that there is no constitutional right superior to that of the general public pursuant to the First Amendment, for the press to gain access to the scenes of crimes or disasters. (See, generally, Los Angeles Free Press, Inc. v. City of Los Angeles (1970) 9 Cal.App.3d 448, 455; Zemel v. Rusk (1965) 381 U.S. 1.) Restrictions on the right of access to particular places at particular times have been held to be consistent with other reasonable restrictions on liberty based upon the police power. Such restrictions remain valid even though the ability of the press to gather news and express views on a particular subject may be incidentally hampered. (Id.)

Despite these decisions, however, the California legislature has enacted Penal Code section 409.5. Section 409.5(a) essentially allows local peace officers (but not, at least expressly, fire officials) to close

certain areas which are deemed to be a "menace to the public health or safety." Section 409.5 further limits the scope of such "menace" areas to those created by "a calamity such as flood, storm, fire, earthquake, explosion, accident, or other disaster . . ."

While Section 409.5 allows such areas to be closed to the public, Section 409.5(d) creates a broad exception for certain members of the press. It states:

"Nothing in this section shall prevent a duly authorized representative of any new service, newspaper, or radio or television station or network from entering the areas closed pursuant to this section."

Thus, pursuant to Section 409.5(d), specified members of the press may not be altogether excluded from those areas specified in Section 409.5, namely, flood, fire, disaster, accident, earthquake, explosion and similar kinds of events. This point has been repeatedly confirmed by the subsequent California decisions and by the State Attorney General. (See, e.g., Leiserson v. City of San Diego (1986) 184 Cal.App.3d 41; 67 Ops.Cal.Atty.Gen. 535, 539 (1984).)

Although the press may not altogether be excluded from the area specified under Section 409.5, the courts have indicated, although in dictum, that this statutory right of access is not unlimited. Rather, at least one court has suggested to the contrary:

*"We do not believe that in enacting Section 409.5(d), the legislature intended that media access be unrestricted when the presence of reporters or photographers actually interferes with the work of emergency crews. Leiserson seems to concede as much but argues that exclusion cannot be ordered until the actual interference occurs, and then only individually as to the press member who interfered. This interpretation would require that the police initially stand by and permit unrestricted access even when actual interference was inevitable, thereby increasing the risk of personal injury and property damage and perhaps endangering the emergency personnel. Such an interpretation, putting a premium on the lack of foresight, is unrealistic and unwarranted." (Leiserson v. City of San Diego, *supra*, 184 Cal.App.3d at p.51.)*

This language in Leiserson appears reasonable. It suggests, consistent with common sense, that while the press may not be altogether excluded from those areas specified under Section 409.5, reasonable restrictions, consistent both with public safety and allowing trained personnel to accomplish their work, on the one hand, and with the right of the press pursuant to Section 409.5(d) to gather information and report it, may be imposed.

The second part of your inquiry, namely, does the right of access pursuant to Section 409.5 extend to "freelance" photographers, is unclear. California cases establish that access to restricted areas may be limited to members of the press who have obtained appropriate press credentials from police agencies. (Los Angeles Free Press, Inc. v. City of Los Angeles, *supra*, 9 Cal.App.3d 448.) In addition, Section 409.5 of the Penal Code, in articulating the broad exception for the press, limits the applicability of this exception to "a duly authorized" representative of any news service, etc. While the Attorney General has concluded that this language may not be construed as conferring upon agencies the unilateral right to determine which members of the press may be "authorized" and excluded (67 Ops.Cal.Atty.Gen. at p. 539), the language of Section 409.5, in my view, at the very minimum would permit a local peace officer to require evidence of an asserted press member's affiliation with those entities specified under

Section 409.5(d), namely, a "news service, newspaper, or radio or television station or network." Accordingly, any freelance photographer who either does not possess press credentials from the City or the County, or otherwise cannot prove affiliation with the entities specified under Section 409.5, may be denied access to those areas specified under Section 409.5¹

TB:ss

cc. Dan Monez
Pam Means
Lynda Millspaugh

Op/index: V.E./V.A./V.F.1

Op/index: Press/Access.1

¹It is important to bear in mind that Section 409.5 does not address crime scenes. Accordingly, under the authority of the cases cited herein, the police department may continue to exercise discretion in limiting access to such crime scenes, where it deems it necessary and appropriate to do so based on applicable circumstances.

urbing the public peace, or any threat to
panied by immediate power of execution,
ther, and without authority of law, is a

g the public peace may occur in any place
nt means any state prison, county jail,
y city jail, industrial farm, or road camp,
juvenile ranch, or juvenile forestry camp.

ce or violence" in subd (a); and (2) added ", or any
venile forestry camp" at the end of the section.

nces. 108 Harvard LR 1111.

forceful, aggressive, or terrorizing conduct to establish

it to cause a riot does an act or engages
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ng of property, and at a time and place
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r the burning or destroying of property,
le by a fine not exceeding one thousand
in a county jail not exceeding one year,
nt.

1992 ch 1249 § 1, the Legislature omitted subd (b).

on (a); (2) added "punishable by a fine not exceeding one
county jail not exceeding one year, or by both that fine
ond paragraph which read: "This section shall not ap-
th, otherwise lawful activity engaged in by or on behalf
nbers, agents or employees."

forceful, aggressive, or terrorizing conduct to establish

riot, etc., after warning to disperse

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ng in 1992.
ditions. *** indicate omissions.

(3 Penal C)

Local law enforcement officers have independent emergency powers to restrict entry to area damaged by earthquake while threat exists to public health and safety as reasonably determined on a case-by-case basis. 67 Ops Arty Gen 535.

§ 409.3. "Management of the scene of an accident"

Whenever law enforcement officers and emergency medical technicians are at the scene of an accident, management of the scene of the accident shall be vested in the appropriate law enforcement agency, whose representative shall consult with representatives of other response agencies at the scene to ensure that all appropriate resources are properly utilized. However, authority for patient care management at the scene of an accident shall be determined in accordance with Section 1798.6 of the Health and Safety Code.

For purposes of this section, "management of the scene of an accident" means the coordination of operations which occur at the location of an accident.

Added Stats 1987 ch 257 § 2; Amended Stats 1987 ch 1058 § 6.

Collateral References:

Review of Selected 1987 Legislation. 19 Pacific LJ 536.

§ 409.5. Power to close area in emergency; Unauthorized entry into area

(a) Whenever a menace to the public health or safety is created by a calamity *including a flood, storm, fire, earthquake, explosion, accident, or other disaster*, officers of the *Department of the California Highway Patrol*, *** police departments, marshal's office or sheriff's office, any officer or employee of the Department of Forestry and Fire Protection designated a peace officer by subdivision (g) of Section 830.2, any officer or employee of the Department of Parks and Recreation designated a peace officer by subdivision (f) of Section 830.2, any officer or employee of the Department of Fish and Game designated a peace officer under subdivision (e) of Section 830.2, and any publicly employed full-time lifeguard or publicly employed full-time marine safety officer while acting in a supervisory position in the performance of his or her official duties, may close the area where the menace exists for the duration thereof by means of ropes, markers, or guards to any and all persons not authorized by the lifeguard or officer to enter or remain within the enclosed area. If the calamity creates an immediate menace to the public health, the local health officer may close the area where the menace exists pursuant to the conditions set forth in this section.

(b) Officers of the *Department of the California Highway Patrol*, *** police departments, marshal's office or sheriff's office, officers of the Department of Fish and Game designated as peace officers by subdivision (e) of Section 830.2, or officers of the Department of Forestry and Fire Protection designated as peace officers by subdivision (g) of Section 830.2 may close the immediate area surrounding any emergency field command post or any other command post activated for the purpose of abating any calamity enumerated in this section or any riot or other civil disturbance to any and all unauthorized persons pursuant to the conditions set forth in this section whether or not the field command post or other command post is located near to the actual calamity or riot or other civil disturbance.

(c) Any unauthorized person who willfully and knowingly enters an area closed pursuant to subdivision (a) or (b) and who willfully remains within the area after receiving notice to evacuate or leave shall be guilty of a misdemeanor.

(d) Nothing in this section shall prevent a duly authorized representative of

Beginning in 1992,

*italics indicate changes or additions. *** indicate omissions.*

(3 Penal C)

any news service, newspaper, or radio or television station or network from entering the areas closed pursuant to this section.

Amended Stats 1987 ch 736 § 1; Stats 1989 ch 1165 sec 17; Stats 1990 ch 82 § 6 (SB 655), effective May 2, 1990, ch 1695 § 8 (SB 2140); Stats 1996 ch 305 § 44 (AB 3103).

Editor's Notes—This section, as supplemented by the Governor's Reorganization Plan No. 1 of 1995, reads: "(a) Whenever a menace to the public health or safety is created by a calamity including a flood, storm, fire, earthquake, explosion, accident, or other disaster, officers of the Department of the California Highway Patrol, police departments, marshal's office or sheriff's office, any officer or employee of the Department of Forestry and Fire Protection designated a peace officer by subdivision (g) of Section 830.2, any officer or employee of the Department of Parks and Recreation designated a peace officer by subdivision (h) of Section 830.2, any officer or employee of the Department of Fish and Game designated a peace officer under subdivision (e) of Section 830.2, and any publicly employed full-time lifeguard or publicly employed full-time marine safety officer while acting in a supervisory position in the performance of his or her official duties, may close the area where the menace exists for the duration thereof by means of ropes, markers, or guards to any and all persons not authorized by the lifeguard or officer to enter or remain within the enclosed area. If the calamity creates an immediate menace to the public health, the local health officer may close the area where the menace exists pursuant to the conditions set forth in this section.

"(b) Officers of the Department of the California Highway Patrol, police departments, marshal's office or sheriff's office, officers of the Department of Fish and Game designated as peace officers by subdivision (e) of Section 830.2, or officers of the Department of Forestry and Fire Protection designated as peace officers by subdivision (g) of Section 830.2 may close the immediate area surrounding any emergency field command post or any other command post activated for the purpose of abating any calamity enumerated in this section or any riot or other civil disturbance to any and all unauthorized persons pursuant to the conditions set forth in this section whether or not the field command post or other command post is located near to the actual calamity or riot or other civil disturbance.

"(c) Any unauthorized person who willfully and knowingly enters an area closed pursuant to subdivision (a) or (b) and who willfully remains within the area after receiving notice to evacuate or leave shall be guilty of a misdemeanor.

"(d) Nothing in this section shall prevent a duly authorized representative of any news service, newspaper, or radio or television station or network from entering the areas closed pursuant to this section."

Amendments:

1987 Amendment: (1) Amended subd (a) by (a) adding the comma before "or other disaster"; (b) substituting "Department of Forestry and Fire Protection" for "Department of Forestry"; (c) substituting "subdivision (i) of Section 830.2," for "subdivision (f) of Section 830.3, and"; (d) substituting "subdivision (h) of Section 830.3, and any publicly employed full-time lifeguard or publicly employed full-time marine safety officer while acting in a supervisory position in the performance of his or her official duties" for "subdivision (i) of Section 830.3" before "; may close the"; (e) substituting "the lifeguard or officer" for "such officer" after "not authorized by"; and (f) substituting "enclosed" for "closed" before "area" at the end of the first sentence; (2) substituted "Department of Forestry and Fire Protection designated as peace officers by subdivision (i) of Section 830.2" for "Department of Forestry designated as peace officers by subdivision (f) of Section 830.3" in subd (b); and (3) substituted "the" for "such" after "whether or not" in subd (b) and after "remains within" in subd (c).

1989 Amendment: Substituted (1) "subdivision (g) of Section 830.2" for "subdivision (h) of Section 830.3" in subd (a); and (2) "subdivision (h)" for "subdivision (i)" in subd (b).

1990 Amendment (ch 82): Amended the first sentence of subd (a) by (1) substituting "flood" for "food" after "calamity such as"; (2) substituting "subdivision (h)" for "subdivision (i)" before "of Section 830.2," the first time it appears; and (c) adding "any officer or employee of the Department of Fish and Game designated a peace officer under subdivision (f) of Section 830.2," after "Section 830.2," the second time it appears.

1990 Amendment (ch 1695): (1) Substituted "California State Police Division" for "California State Police" after "California Highway Patrol," in the first sentences of subds (a) and (b); (2) substituted "set forth" for "which are set forth above" near the end of subd (a); and (3) amended subd (b) by (a) adding ", officers of the Department of Fish and Game designated as peace officers by subdivision (f) of Section 830.2,"; and (b) deleting "which are" after "to the conditions".

1996 Amendment: Substituted (1) "including a" for "such as" after "by a calamity" near the beginning of subd (a); (2) "Department of the California Highway Patrol" for "California Highway Patrol, California State Police Division," in subds (a) and (b); (3) "subdivision (g)" for "subdivision (h)" and "subdivision (e)" for "subdivision (f)" in subds (a) and (b); and (4) "subdivision (f)" for "subdivision (g)" in subd (a).

Note—Stats 1996 ch 305 provides:

Beginning in 1992,

*italics indicate changes or additions. * * * indicate omissions.*

[3 Penal C]

SECTION.
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Stats 1990 ch 82 § 6 (SB 655), effective May 2, AB 3103).

the Governor's Reorganization Plan No. 1 of 1995, or safety is created by a calamity including a flood, disaster, officers of the Department of the California Highway Patrol, police departments, or sheriff's offices, any officer or employee of the Department of Forestry and Fire Protection designated a peace officer by subdivision (g) of Section 830.2, and any officer or employee of the Department of Parks and Recreation designated a peace officer by subdivision (f) of Section 830.2, may close the area where the menace exists pursuant to the conditions thereof by means of ropes, markers, or guards to any and all persons not authorized by that officer to enter or remain within the closed area.

If an avalanche creates an immediate menace to the public health, the local health officer may close the area where the menace exists pursuant to the conditions which are set forth above in this section.

(b) Officers of the Department of the California Highway Patrol, *** police departments, or sheriff's offices, or officers of the Department of Forestry and Fire Protection designated as peace officers by subdivision (g) of Section 830.2, may close the immediate area surrounding any emergency field command post or any other command post activated for the purpose of abating hazardous conditions created by an avalanche to any and all unauthorized persons pursuant to the conditions which are set forth in this section whether or not that field command post or other command post is located near the avalanche.

(c) Any unauthorized person who willfully and knowingly enters an area closed pursuant to subdivision (a) or (b) and who willfully remains within that area, or any unauthorized person who willfully remains within an area closed pursuant to subdivision (a) or (b), after receiving notice to evacuate or leave from a peace officer named in subdivision (a) or (b), shall be guilty of a misdemeanor.

If necessary, a peace officer named in subdivision (a) or (b) may use reasonable force to remove from the closed area any unauthorized person who willfully remains within that area after receiving notice to evacuate or leave.

(d) Nothing in this section shall prevent a duly authorized representative of any news service, newspaper, or radio or television station or network from entering the areas closed pursuant to this section.

Amended Stats 1989 ch 1165 § 18; Stats 1992 ch 427 § 127 (AB 3355); Stats 1996 ch 305 § 45 (AB 3103).

Editor's Notes—This section, as supplemented by the Governor's Reorganization Plan No. 1 of 1995, reads: "(a) Whenever a menace to the public health or safety is created by an avalanche, officers of the Department of the California Highway Patrol, police departments, or sheriff's offices, any officer or employee of the Department of Forestry and Fire Protection designated a peace officer by subdivision (g) of Section 830.2, and any officer or employee of the Department of Parks and Recreation designated a peace officer by subdivision (f) of Section 830.2, may close the area where the menace exists pursuant to the conditions thereof by means of ropes, markers, or guards to any and all persons not authorized by that officer to enter or remain within the closed area. If an avalanche creates an immediate menace to the public health, the local health officer may close the area where the menace exists pursuant to the conditions which are set forth above in this section.

Beginning in 1992, *** indicate omissions.

SECTION. It is the intent of the Legislature in enacting this act to enact, without substantive change, the Governor's Reorganization Plan No. 1 of 1995, which took effect July 12, 1995 and make related, conforming changes.

Collateral References:

Witkin & Epstein, Criminal Law (2d ed) § 893.

Witkin Summary (9th ed) Constitutional Law § 259.

Local law enforcement officers have independent emergency powers to restrict entry to area damaged by earthquake while threat exists to public health and safety as reasonably determined on a case-by-case basis. 67 Ops Atty Gen 535.

§ 409.6. Power of peace officers to close area after avalanche; Unauthorized entry

(a) Whenever a menace to the public health or safety is created by an avalanche, officers of the Department of the California Highway Patrol, *** police departments, or sheriff's offices, any officer or employee of the Department of Forestry and Fire Protection designated a peace officer by subdivision (g) of Section 830.2, and any officer or employee of the Department of Parks and Recreation designated a peace officer by subdivision (f) of Section 830.2, may close the area where the menace exists pursuant to the conditions thereof by means of ropes, markers, or guards to any and all persons not authorized by that officer to enter or remain within the closed area.

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(b) Officers of the Department of the California Highway Patrol, *** police departments, or sheriff's offices, or officers of the Department of Forestry and Fire Protection designated as peace officers by subdivision (g) of Section 830.2, may close the immediate area surrounding any emergency field command post or any other command post activated for the purpose of abating hazardous conditions created by an avalanche to any and all unauthorized persons pursuant to the conditions which are set forth in this section whether or not that field command post or other command post is located near the avalanche.

(c) Any unauthorized person who willfully and knowingly enters an area closed pursuant to subdivision (a) or (b) and who willfully remains within that area, or any unauthorized person who willfully remains within an area closed pursuant to subdivision (a) or (b), after receiving notice to evacuate or leave from a peace officer named in subdivision (a) or (b), shall be guilty of a misdemeanor.

If necessary, a peace officer named in subdivision (a) or (b) may use reasonable force to remove from the closed area any unauthorized person who willfully remains within that area after receiving notice to evacuate or leave.

(d) Nothing in this section shall prevent a duly authorized representative of any news service, newspaper, or radio or television station or network from entering the areas closed pursuant to this section.

Amended Stats 1989 ch 1165 § 18; Stats 1992 ch 427 § 127 (AB 3355); Stats 1996 ch 305 § 45 (AB 3103).

Editor's Notes—This section, as supplemented by the Governor's Reorganization Plan No. 1 of 1995, reads: "(a) Whenever a menace to the public health or safety is created by an avalanche, officers of the Department of the California Highway Patrol, police departments, or sheriff's offices, any officer or employee of the Department of Forestry and Fire Protection designated a peace officer by subdivision (g) of Section 830.2, and any officer or employee of the Department of Parks and Recreation designated a peace officer by subdivision (f) of Section 830.2, may close the area where the menace exists pursuant to the conditions thereof by means of ropes, markers, or guards to any and all persons not authorized by that officer to enter or remain within the closed area. If an avalanche creates an immediate menace to the public health, the local health officer may close the area where the menace exists pursuant to the conditions which are set forth above in this section.

Beginning in 1992,

italics indicate changes or additions. *** indicate omissions.

Public Information Officer

November 7, 1997 -Interactive Workshop



EXERCISE SCENARIO

A 7.0 earthquake occurred on the Rodgers Creek Fault at 1009 hours causing moderate to extensive damage in Napa and Sonoma Counties and the North Bay area. The quake is the largest to occur on the Rodgers Creek Fault in modern time, and the epi-center was under Sonoma Mountain. Although information is sketchy at this time, there have been numerous reports of injuries, damages to buildings and structures, and fires in Santa Rosa, Sonoma, Calistoga, St. Helena, Napa and American Canyon. There is widespread disruption of power and phone service throughout the area.

CALTRANS has closed all bridges over the Carquinez Strait for either confirmed or possible damage from this quake. Additionally the Napa River Bridge on Hwy 37 and the George F. Butler Bridge are closed for safety inspections at this time. Slides have closed Hwy 12 between Napa and Fairfield and Spring Mountain and Petrified Forest Roads are closed between Napa and Sonoma Counties, due to slides. The morning commute is over, but traffic is snarled on several minor highways and the loss of power and traffic signals have tied up surface streets.

Field Command Posts have been established at various fires and collapsed building sites. Emergency Operations Centers at both the local and regional level are activating to deal with this emergency.

Public Information Officer – Interactive Workshop

TEAM A

All teams will have three (3) problems to address. After team discussion on the problems, three different people from your team should be selected to present the determination of each problem.

- 1) The EOC is about to be officially activated Your assignment is to set up the Public Information Section.
 - Who do you need?
 - What do you need?
 - What do you need to know?
 - What do you need to do?

- 2) The EOC is now up and running and shelters have been established. The media wants to know what is happening at both places. As the PIO, how will you accommodate the media's needs, the needs of the EOC, the needs of shelter managers, and the needs of the people seeking shelter?

- 3) As the situation progresses, the public and the media begin to raise specific, highly technical questions to which you do not know the answers, nor do you have any expertise on the subject. How will you answer those inquiries?

Public Information Officer – Interactive Workshop

TEAM B

All teams will have three (3) problems to address. After team discussion on the problems, three different people from your team should be selected to present the determination of each problem.

- 1) The EOC is about to be activated. The Incident Commander has asked that you issue a media release immediately. There is virtually no time available to you.

What do you have already in place to expedite this production?
What is your message?

- 2) The EOC is up and running, as is the PIO section. Phone calls are coming in. Two calls come in, almost simultaneously, one from the owner of a vineyard at the foot of the Conn Dam, the other from a resident who lives very close to the vineyard. Both report that they have heard rumors that the dam is breaking.

What do you tell them?
What actions do you take?

- 3) Your shift is about to end. What do you need to do to brief the oncoming team?

Public Information Officer – Interactive Workshop

TEAM C

All teams will have three (3) problems to address. After team discussion on the problems, three different people from your team should be selected to present the determination of each problem.

- 1) There has just been an earthquake (see scenario).

What information do you need to get out to the general public immediately?

How will you do it?

- 2) Aftershocks have begun to rock the area. The EOC has been declared unsafe and the Incident Commander has decided to relocate.

What do you do now?

What factors need to be considered in relocating the media center?

- 3) Aftershocks continue. Additional reports of damage are coming in and more are expected. The decision is made to keep the EOC activated, probably for at least the next four (4) weeks. Develop a staffing pattern for the expected duration of the activation.

Public Information Officer – Interactive Workshop

TEAM D

All teams will have three (3) problems to address. After team discussion on the problems, three different people from your team should be selected to present the determination of each problem.

- 1) The EOC is activated and an initial press release has gone out. A local TV reporter, with whom Emergency Services has worked closely on a number of issues over the last few years, is requesting an exclusive or advance briefing on the situation. What do you do?

- 2) You receive a phone call advising you that the Governor will be arriving within the next two hours for an on site inspection of the devastated area and hold a press conference. What arrangements do you need to make?

- 3) A reporter informs you that it has been discovered that the contractor who was responsible for the construction of Butler Bridge, has a number of lawsuits pending against him for use of inferior products. It is obvious that an investigation is underway that could result in a scandal.
 - How do you respond?
 - What actions do you need to take?

Public Information Officer – Interactive Workshop

TEAM E

All teams will have three (3) problems to address. After team discussion on the problems, three different people from your team should be selected to present the determination of each problem.

- 1) The EOC and the PIO section are operational. All you need is information, but no one is bringing it to you.

How do you get the information that you need to properly inform the public?

From whom do you get it?

- 2) You have been monitoring the media coverage and discover that within the first two hours following the initial quake the media has conducted at least 14 interviews with PIOs representing various agencies within the Operational Area.

Evaluate the advantages and disadvantages of establishing a Joint Information Center (JIC) and prepare a recommendation.

- 3) Further monitoring of the media reveals that PIOs from different agencies have released substantially different reports. There are conflicts as to hard facts, expectations of damage, and degree of response preparedness. The public is getting confused.

What steps should you take to resolve this problem?

**CITY OF NAPA
PUBLIC INFORMATION OFFICE
RESOURCE LIST**

"Local PIO's"

	<u>Phone</u>	<u>Fax</u>	<u>Home</u>	<u>Pager</u>
<u>AMERICAN CANYON</u>				
Mark Joseph, City Manager 2185 Elliott Drive American Canyon, CA 94589	647-4360 x104	642-1249		
<u>YOUNTVILLE</u>				
Nancy Weiss, Town Administrator 6550 Yount Street Yountville, CA 94599	944-8851	944-9619 944-1586		
<u>ST. HELENA</u>				
Delia Guijosa, City Clerk 1480 Main Street St. Helena, CA 94574	63-2741	963-7748		
<u>CALISTOGA</u>				
EOC - Cathy Brady	942-2800	942-0732		
PIO - Patt Osborn, City Clerk 1232 Washington Street Calistoga, CA 94515	942-2800	942-0732		
<u>NAPA CITY</u>				
Pamyla Means-Nigliazzo, City Clerk P.O. Box 660 Napa, CA 94559	257-9503	257-9534	252-4295	491-0843
<u>NAPA COUNTY</u>				
EOC - John Volpi	(not a public #) 253-4257	253-4176	255-3854	491-5195
PIO - Mary Jean McLaughlin	(non-emergency) 253-4580			
1195 Third Street	(emergency only) 257-9295	257-9294	252-4716	
Napa, CA 94559	(not a public #) 257-9285			
<u>SOLANO COUNTY</u>				
EOC/PIO - Dave Robinson, Deputy Sheriff	421-7039	421-6383		
<u>SONOMA COUNTY</u>				
EOC - Chris Godley	527-1152	527-1172		
PIO - Sandy Covall 2300 County Center Dr Ste 221A Sonoma, CA 95403	527-2361	526-5555		

**CITY OF NAPA
PUBLIC INFORMATION OFFICE
RESOURCE LIST**

"Media"

<u>Name</u>	<u>Contact Person(s)</u>	<u>Phone</u>	<u>Fax</u>
<u>Local</u>			
NPACT Channel 45	Bob Monroe (pager 945-8042)	257-0574	257-0581
KVON/KVYN (1440 AM)	Barry Martin (home 224-1938)	257-6397,8463	226-7544
Tom Young (home 255-3249)	Henry Mulak	252-1440,1442	
Jay Lloyd (home 510-229-4279)	Mike Martindale	255-5866	
Maxine Carlin (home 963-1425)			
KRAZ (100.9 FM)	George Carl (home 255-0692)	253-0665	258-8744
Napa County Record	Eric Shuman (1320 2nd St)	252-8877	257-1272
Napa Valley Register	Rich Heintz (home 226-3846)	226-3711	224-3963
	Doug Ernst (home 224-9154)		
	Doug Wilks (home 226-6757)		
Sentinel	Harry Martin (home 253-8186)	257-6272	257-3035
St. Helena Star		963-2731	963-8957
Vallejo Times Herald		255-8456	643-0128
Weekly Calistogan		942-6242	942-4617
<u>Wire Service</u> - 24 hours			
Associated Press		415-621-7432	415-552-9430
Bay City News		415-552-8900	415-552-8912
UPI	Bill Murray	415-777-8200	415-777-8232
NorCal News			800-795-2925
<u>Radio</u>			
KSFO 560	(same as KGO 810)	415-954-8142	415-954-8686
KFRC 680	Mark Provo	415-995-6883	415-995-6835
KCBS 740	Fred Wayne, Rebecca Corral	415-765-4074	415-765-4080
KGO 810	Franco Gianelli	415-954-8142	415-954-8686
<u>Television</u>			
KTVU Channel 2		510-834-1212	510-451-2610
KCRA Channel 3	Frank Wolf	916-444-7316	916-441-4050
KRON Channel 4		415-561-8905	415-561-8136
KPIX Channel 5	Mike Wesley, Bonnie	415-765-8610	415-765-8916
KGO Channel 7	Ken Miguel	415-954-7321	415-956-6402
KQED Channel 9	Pat Flynn	415-553-2155	415-553-2118
	Chris Arnold	415-553-2361	
KOVR Channel 13	Cheryl Jennings, Angie	916-374-1300	916-374-1304
KDTV Channel 14		415-641-1400	415-641-8677
KFTY Channel 50	Mary DeLuco, Paul Finley	526-5056	545-5040
<u>Newspaper</u>			
Bay Area Reporter		415-861-5019	415-861-6701
Contra Costa Times		510-935-2525	510-933-0239
L.A. Times		415-274-9022	415-274-9046
Oakland Tribune	Ben Chaney	510-208-6439	510-208-6477
Sacramento Bee		916-321-1020	916-321-1109
San Francisco Chronicle	Bud McCloud, Tara Shioya	415-777-7100	415-896-1107

**CITY OF NAPA
PUBLIC INFORMATION OFFICE
RESOURCE LIST**

"Agencies/Organizations"

American Canyon, City of	647-4360
American Canyon Fire Protection District	642-2747 (Chief Keith Caldwell)
California Highway Patrol - Office	253-4906
California Department of Forestry	253-4826 (Diane Saunders - <i>not a public #</i>)
California Highway Patrol - Dispatch	648-5503
Calistoga, City of	942-2810
CALTRANS - Napa Maintenance	253-4919 (Fax 224-6728)
CALTRANS - Road Information	800-427-7623
Chamber of Commerce - Scot Stewart	244-9815 (work private), 254-9581 (home), 483-1307 (cell)
Waunice Phillips	252-0153 (home) or 252-5223 (voice mail)
Esther Dungan	252-8083 (home) or 252-5225 (voice mail)
Sandi Perlman	253-7177 (work), 255-4383 (home), 480-2365 (cell), 226-4250 (pager)
Coast Guard - Auxillary Office	415-927-2101
Coast Guard - Emergency Pager	415-721-5371
Disaster Recovery Team - registration	800-462-9029
Disaster Recovery Team - helpline	800-525-0321
FEMA - TeleRegistration	800-462-9020
FEMA - Helpline/Questions (after registering)	800-525-0321
FEMA - PIO	916-262-1843
Napa City Water	257-9520 (day) or 253-4451 (evening)
Napa County Dispatch	253-4451
Napa County Fire Department	963-9636 (24 hours)
Napa Garbage Service	255-5200 (Fax 255-0578)
Napa Valley Conference & Visitors Bureau	226-7459
Office of Emergency Services - Coastal Region	510-286-0895 (day) or 916-262-1621 (evening)
Office of Emergency Services - Neil O'Haire	510-288-5014 -Pager (Fax 510-286-0853)
Pacific Bell - Repair	767-6111
Pacific Gas & Electric (main line)	800-743-5000/5002 (Fax 415-281-6261)
Pacific Gas & Electric (local)	257-5951
	257-5902 (Chris Fallon, Pager 288-0419)
Pacific Gas & Electric (storm center)	415-257-3241 (Fax 415-257-3242)
Pacific Bell - Emergency Command Center	510-823-7777 (Fax 510-867-0344)
Pacific Bell - Communication Liaison	577-7049 (Lloyd Coker)
Pacific Bell - Public Relations (Santa Rosa)	585-4545, 4546, 4547 (Norma Howard)
	(will install phone bank in event phone system goes down)
Queen of the Valley Hospital	252-4411 or E.R. 257-4167
RACES (ham radio)	252-1632 (Mark Caro work, 252-1655 fax) -or- City of Napa Dispatch
RACES (ham radio)	224-7216 (Wurb Stampfl home)
Red Cross	257-2900 (Fax 257-2902) (Evan Jones, Director)
Salvation Army	226-8150 (Capt Dan Hughes home: 226-7536)
	(Cruz Rodriques home: 253-8713)
School District - Community Service	253-3520 (Fax 253-9270)
School District - Don Evans	252-6333 (Pager 255-4302 or Fax 255-753)
Shelter Assistance	252-2600 (Fax 226-5179)
Spanish Translation Services	252-6852 (Liz Valles)
St. Helena Hospital	963-6425
St. Helena, City of	967-2850 (24 hours)
Volunteer Center	252-6222 (after hours 259-2705)
Weather Service	800-437-2689
Yountville, Town of	944-8851

City Emergency Organization Area of Responsibility

Director of Emergency Services - City Manager

- Manage and coordinate the City's emergency response
- Officially place the Emergency Plan into effect

Emergency Services Manager - Fire or Police Chief

- Provide advice and direction to the DES on emergency operations
- Ensure that the Emergency Operations Plan is followed
- Ensure that the EOC functions efficiently

Legal Advisor - City Attorney

- Legal advice to DES and City Council
- Activate the legal element of the Action Plan

Liaison - Fire Department Administrative Assistant

- Point of contact for assisting agencies
- Point of contact for when organizational and procedural questions arise within the Emergency Management structure
- Manage rumor control
- Liaison to County EOC (Operational Area)

Public Information - City Clerk and Housing Director

- Rapid dissemination of accurate instructions and information to the public
- Response to media inquiries and calls from the public
- Establish Media Center near the Emergency Operations Center
- Establish on-scene public information team at the site of the incident

EOC Security/Support Annex

- Provide internal support to EOC staff (food, runner, rest areas, supplies)
- Provide EOC safety and security

Operations - depending upon incident Police or Fire Chief or Public Works Director

- Includes: fire/rescue, medical, police, public works and communications. This is the front line of the emergency response.
- Operations Section Chief - directs the operations section.
- Fire/Rescue/Medical - fights fires, rescues trapped and injured persons, and manages hazardous materials response. Treats and arranges transport for injured and ill persons, manages medical supplies and resources.
- Police (Deputy) - enforces laws, controls traffic, manages evacuations, and controls access to hazardous areas.
- Public Works (Deputy) - restores and/or maintains essential facilities and structures; clears debris.
- Communications - manages communications equipment.

Planning - Planning Director

Includes: situation status, resource status, damage assessment, demobilization and documentation

Planning Section Chief - directs the Planning Section..

Situation Status - gathers information and provides it to the Emergency Operations Center.

Resources Status - tracks personnel, equipment and supplies, but does not actually provide these items. (The Personnel, Supply and Transportation units of the Logistics Section provide these resources).

Damage Assessment - assesses damage and inspects buildings and other structures for damage.

Demobilization - prepares the Demobilization Plan and assists Sections, Units, and assisting agencies to return to normal operating status.

Documentation - maintains and compiles accurate and complete disaster response files and provides duplication services to the EOC staff.

Logistics - Community Resources Director

Supports emergency operations by providing needed equipment, supplies and personnel.

Logistics Section Chief - directs the Logistics Section.

Supply - procures and coordinates supplies and equipment.

Facilities - responsible for establishing, setting up, maintaining and demobilizing all facilities used in support of Incident Operations.

Personnel - supplies City employees, and coordinates volunteers through the County EOC.

Transportation - provides vehicles and drivers for moving supplies, equipment, and personnel, and associated items for disaster victims and workers.

Finance - Finance Director

Determines the cost of the emergency, and includes:

Finance Section Chief - directs the Finance Section

Cost - tracks, summarizes and reports all costs associated with the disaster

Time - keeps personnel and equipment time records.

Claims - documents, investigates, and resolves claims.

I. INTRODUCTION

DURING emergency situations, the public and the media will demand information and will need instructions on what to do.

Telephones may be out of service and radio and television stations may be off the air. The demand for information may be overwhelming. It is important to have enough trained staff available to handle this demand.

The local media, particularly radio, will perform an essential role in providing emergency instructions and information to the public. During a major disaster, regional and national media will also demand information and may play a role in reassuring (or alarming) distant relatives of disaster victims.

II. OBJECTIVES

- The rapid dissemination of accurate instructions and information to the public during periods of emergency.
- Response to media inquiries and calls from the public. Names of casualties will not be released.
- Establishment of a Media Center near the Emergency Operations Center for use by reporters.
- Establishment of an On-Scene Public Information Team at the site of the incident.

III. PRIORITIES

- First priority: Information that could save lives or protect health.
- Second priority: Emergency status information (the emergency situation and response efforts; how to contact relatives, etc.)
- Third priority: Other useful information (stories, background, how to get monetary assistance, etc.)

IV. PHASES OF THE EMERGENCY

A. Before

During this phase, prepare and update the plans, response checklists, contact lists, sample news releases, radio/TV messages, emergency instructions, periodic status reports, forms, etc. that will guide the public information response to an emergency. Plans and procedures should provide for coordination and communication with other organizations.

Verify phone numbers and contact persons on resource list. Verify emergency operation phone numbers with other local jurisdictions.

Assign and train staff. Consider training extra staff in case the primary emergency public information staff, particularly the Public Information Officer, are injured or are unable to report to duty.

Coordinate with other community Public Information Officers and invite them to supplement emergency public information staff during emergencies, if possible. Coordinate with public information officers from responding law enforcement and fire agencies. Develop a rapid public information officer-to-public-information officer communication system.

Prepare a get-away kit for the on-scene public information team. Include the following items in the kit:

- Map of Napa County and major cities.
- Regional map (for multi-county emergencies)
- Acetate map covers
- Marking pens
- Easel for display of map
- Identification vest
- Battery powered public address system
- Ruled pads or steno notebooks
- Pens and pencils
- Masking tape and duct tape
- Scissors
- Easel with blank flip pad

- Response checklist and telephone contact list
- Sign "All Media-Please Report Here"
- Lighting for night operations
- Cassette recorder (battery operated) and blank tapes to record briefings to the media as well as data from the IC/Scene Manager.
- Sign-in sheets for media
- Blank press passes, if appropriate (coordinate with law authorities)
- Computer (word processor), typewriter
- Department of Transportation Emergency Response Guidebook, "Guidebook for Hazardous Materials Incidents"
- Staff time sheets

B. During the emergency

1. Warning phase

This phase could begin upon a receipt of a warning, such as the forecast of a flood. During the warning phase, mobilize staff and use the public information response checklist to guide your actions.

During all emergency operations (including the warning phase), the City of Napa Public Information Officer will serve as the dissemination point for all media releases. Other agencies wishing to release information to the public must coordinate through the Public Information Officer.

2. Impact phase

During this phase, mobilize the public information organization and provide information according to the above priorities. Use the public information response checklist to guide your actions.

Make sure that all information is clear, concise, confirmed and approved by the appropriate authority before being released to the media and public. Do not release unconfirmed information or speculate on the extent of the

emergency, despite repeated urging by reporters to do so.

C. After (Recovery)

During this phase, continue to release information on the restoration of essential services, travel restrictions, and assistance programs. Later, when time allows, review your actions and update this Emergency Plan as needed.

V. PUBLIC INFORMATION ORGANIZATIONS

Maintain working relationships with Public Information Officers in other cities, the county and at other governmental levels. Maintain telephone contact lists.

A. City

1. Organization

The emergency public information organization will be supervised by the Public Information Officer, or alternate. If needed, the organization will operate on a 24-hour basis. Public Information functions in three areas:

a) Public Information

To rapidly release emergency instructions and information to the public throughout all available means.

b) Visitor Control

Provide services for all visitors to the emergency operations center, including security badges, briefings, tours, spokespersons, escorts, accommodations and transportation.

Receive and handle non-emergency calls and maintain the situation board and maps in the media Information Center.

c) On-the-Scene-Team

Initially staffed by the first responding agency, the on-the-scene team usually takes the first public information actions. Public information staff at the Emergency Operations Center may then be mobilized depending on the extent of the hazard. This unit establishes a media control point in the vicinity of, but physically separated from, the incident site or field command post. The control point serves to satisfy the needs of the media in a safe and orderly manner without interfering with response operations.

The Team regularly gets the latest information from the Incident Commander, then relays this information to the media through briefings, interviews with key personnel, live camera shots, and organized tours. The Team also uses amateur radio to update the Emergency Operations Center staff.

The Team should be comprised of at least two persons from those departments most familiar with the activities underway at the scene. The Team leader is appointed by the City Public Information Officer. Alternates should be assigned to cover all shifts.

2. Staffing Responsibilities

The Public Information Center operates under the direction of the Public Information Officer and is located in an area easily accessible to the Emergency Operations Center.

The Public Information Office is staffed as follows:

- Public Information Office
- Assistant Public Information Officer
- Supervisor

- Staff (Fax, Copying and White Board Coordinators)

The Public Information Officer, Assistant PIO and Supervisor all have designated alternates. These positions operate in two 12 hour operational periods.

PIO Center Staff are divided into three 8 1/2 hour shifts with a minimum of 5 persons per shift.

Responsibilities include:

a) Public Information Officer

Provides lead direction to Public Information staff under the direction of the Director of Emergency Services. Responsible for planning, organizing and directing functions of PIO. Directly establishes press conferences in coordination with the Director of Emergency Services.

b) Assistant Public Information Officer

Assists the PIO in the EOC and at incident site. Coordinates flow of information from PIO to PIO Supervisor. Conducts press briefings. Attends EOC briefings.

c) PIO Supervisor

Under the direction of the PIO, coordinates activities of the PIO Center including keeping up-to-date, accurate records, preparing press releases, answering phones for PIO and disseminating information.

- Alerts Dispatch immediately as new information is received
- Handles employees' time logs
- Attends EOC briefings
- Maintains unit event logs

d) Fax Coordinator

As the coordinator of incoming and outgoing faxes, is responsible for the timely dissemination of important information. Also provides back-up coverage for those covering the telephones.

Faxes press releases and related information to a pre-designated list of press contacts and other agencies. The most important press contact will be Associated Press (AP) - many other news agencies gather information through the AP. Napa Dispatch Center also needs to be advised immediately of updated information.

Responsible for checking the fax machine for incoming faxes on a regular basis. Check with the Supervisor on the distribution of incoming faxes; it may vary depending upon the information.

e) Copying Coordinator

Responsible for the timely photocopying of important information and provides back-up coverage for those covering the telephones.

It is critical the information which is photocopied be reproduced so that it is clear and readable - check the copy quality. Also make sure that multiple paged documents are collated and stapled in order.

Original documents should be so marked; all originals and copies should go to the Supervisor for coordination of distribution.

f) White Board Coordinator

As the coordinator of information to be posted on the White Boards, is responsible for ensuring that accurate information is posted on both White Boards in a timely fashion. The White Boards will be used by the staff in the

Public Information Center and by the Press and the general public for regular updates. While the format used to post the information is not critical, the accuracy of the information is.

Sources of information will be the Press Releases issued by the Public Information Officer and verified information from the Emergency Operation Center. Questions about information to be posted should be directed to the Supervisor.

Typically, the information posted on the White Boards will include:

- Time of declared emergency
- Type of emergency (i.e., Flood, Earthquake, etc.)
- Location of Shelters (if applicable)
- Road Closures (if applicable)
- Incident-specific information (i.e., if flood: water levels, high tide, evacuation areas, sandbag locations, weather)
- Approximate time of next Press Release
- Time of next briefing

The White Board Coordinator is also responsible for maintaining a paper record of information posted on the White Boards. Note the information posted and the time of posting.

B. Napa County

The emergency public information organization will consist of a Public Information Officer, an Assistant Public Information Officer and staff as required by the situation. The Public Information Officer will be appointed by the Director of Emergency Services. The Public Information Officer will in turn appoint an assistant and staff, as needed. If necessary, the organization will operate on a 24 hour basis. The public information organization contains two units.

1. Media Center Unit

The Public Information officer will head this unit. This unit will be stationed at the MIS Conference Room, 1195 Third Street, First Floor, Napa. This unit releases emergency instructions and information to the public through all available means. It answers the public access lines and relays calls to the Emergency Operations Center, if needed.

The Public Information Officer will staff this unit with a unit leader and other personnel as he/she sees fit.

This unit receives and handles non-emergency calls and maintains the situation boards and maps in the Media Center. This unit also relays any pertinent information to the Emergency Operations Center.

2. Emergency Operations Center Unit

This unit will be headed by the Assistant Public Information Officer. He/she will be stationed at the Emergency Operations Center. He/she will staff the center to his/her needs.

The Assistant Public Information Officer disseminates the latest information from the Emergency Operations Center and the Incident Commander. He/she relays this information to the Media Center. All information sent out by the Public Information Officer should be cleared with the Assistant Public Information Officer at the Emergency Operations Center before any release is made.

C. State and Federal Public Information

The California Emergency Public Information System includes City, County, State Mutual Aid Regions, State, Federal and private agencies. The scope of the emergency will determine how many levels of the system are activated.

City and County Public Information Officers will release public information. The Federal Emergency Management Agency Public Information Officer will provide information on federal response efforts and federal assistance programs and may provide public information Staff support to the state on request. The federal government determines nationwide Emergency Broadcast System programming.

When possible, the State Office of Emergency Services Public Information Officer will coordinate news releases regarding Napa County with the County Public Information Officer PRIOR to release to the media. When this is not possible, the County will be informed as soon as possible.

D. Private Organizations

Government Public Information officers should coordinate with private response agency Public Information Officers (American Red Cross, Salvation Army) and utility companies so that mutual needs may be fulfilled during emergencies. Community Public Information Officers may be asked to supplement governmental public information staff if necessary.

VI. POLICIES AND PROCEDURES

A. Release of Information

Only the designated PIO, with approval from the DES has the authority to release any information regarding disaster operations, damage assessment and casualties when the Emergency Plan is activated. All requests shall be directed to the PIO and the identity of the calling party confirmed prior to releasing sensitive information. Day-to-day operations are the exception and are handled by the department PIO's.

1. General Telephone Coverage

As an individual assigned to provide telephone coverage during a declared emergency, you will be responsible for conveying accurate information to citizens, representatives of the press, governmental officials, and to other agencies. It is critical that you do not give out information which is sensitive, or which has not been verified. You may give out information which is either (a) contained in a Press Release which has been prepared by the Public Information Officer, or (b) which comes into the Public Information Center from the Emergency Operations Center and is posted on the White Board.

Please do:

- Remain calm
- Try to be patient, especially with citizens who are concerned about their safety or their property
- Convey a professional attitude, remember - you represent the City to all who call the Public Information Officer.
- Log all contacts with press and other agencies throughout the Supervisor

Please do NOT:

- Guess at answers to questions if you don't have information
- Release telephone numbers for the Emergency Operation Center
- Give an on-air interview or release information to the press without checking with the Supervisor

When answering telephones in the public Information Center, please use the following statement:

"City of Napa Public Information Center. My name is _____ May I help you?"

B. Media Relations

Maintain working relationships with local reporters and share with them the details of this plan and their responsibilities under this plan. Brief the media periodically throughout the year on hazardous material incident response procedures and related emergency public information procedures. Maintain media contact lists.

C. Media Center

During emergency situations, a media center will be established near the EOC. The media center should be equipped with desks, chairs, PC, phones and a fax. White boards are utilized to update information. One board is located in the PIO center and one in the media center which is located in the lobby of the Police Department building. Maps of the disaster area and maps of local radio/TV broadcast coverage areas should also be on hand.

D. Visitors to the Emergency Operations Center

Visitors may enter the EOC after they have received approval from the DES.

The Public Information Officer will talk with reporters and hold press conferences in the media center. Arrangements may be made with the DES to allow media into the EOC

E. Ground Access Regulations

California Penal Code Section 409.5 permits access by accredited reporters to areas which are closed to the public during disasters. The California Peace Officers' Association suggests that "in general, authorized members of the news media are to be permitted free movement in the area as long as they do not hamper, deter, or interfere with the law enforcement or public safety functions." (Law Enforcement Media Relations Policy Manual, California Peace Officers' Educational Research and Training Foundation, 1982, p.8.)

If the Incident Commander decides that access restrictions for the media are unavoidable, a "pool" system may be established. Reporters at the scene should select one representative from each medium (radio, television, newspaper, wire service) and from each level of coverage (local, regional, national, international) to be escorted into the area. These reporters will then share information, photographs, and video/audio tape with other accredited reporters.

If you must for any reason deny or restrict media access, give a complete explanation.

California Penal Code sections:

Section 409.5 Power of peace officers to close areas during emergencies; Entering or remaining within area as misdemeanor; Exception as to newspaper representatives, etc.

(a) Whenever a menace to the public health or safety is created by a calamity such as flood, storm, fire, earthquake, explosion, accident or other disaster, officers of the California Highway Patrol, California State Police, police departments or sheriff's office, any officer or employee of the Department of Forestry designated a peace officer by subdivision (f) of Section 830.3, and any officer or employee of the Department of Parks and Recreation designated a peace officer by subdivision (l) of Section 830.3, may close the area where the menace exists for the duration thereof by means of ropes, markers or guards to any and all persons not authorized by such officer to enter or remain within the closed area. If such a calamity creates an immediate menace to the public health, the local health officer may close the area where the menace exists pursuant to the conditions which are set forth above in this section.

(b) Officers of the California Highway State Police, police departments, or sheriff's office, or officers of the Department of Forestry designated as

peace officers by subdivision (f) of Section 830.3, may close the immediate area surrounding any emergency field command post or any other command post activated for the purpose of abating any calamity enumerated in this section or any riot or other civil disturbance to any and all unauthorized persons pursuant to the conditions which are set forth in this section whether or not such field command post or other command post is located to the actual calamity or riot or other civil disturbance.

(c) Any unauthorized person who willfully and knowingly enters an area closed pursuant to subdivision (a) or (b) and who willfully remains within such area after receiving notice to evacuate or leave shall be guilty of a misdemeanor.

(d) Nothing in this section shall prevent a duly authorized representative of any news service, newspaper, or radio or television station or network from entering the areas closed pursuant to this section.

F. Air access regulations

Federal Aviation Administration Regulation 91.91 (see extract below) covers temporary flight restrictions during disasters and sets forth procedures which pilots of media and other aircraft must follow. Permission to fly over incident sites may be denied if such flights will pose a significant safety hazard to the general public.

Federal Aviation Regulations:

Subpart B - Flight Rules Section 91.91 Temporary Flight Restrictions

(a) Whenever the Administrator determines it to be necessary in order to prevent an unsafe congestion of sight-seeing aircraft above an incident or event which may generate a high degree of public interest, or to provide a safe environment for the operation of disaster relief aircraft, a Notice to Airmen will be

issued designating an area within which temporary flight restrictions apply.

(b) When a Notice to Airmen has been issued under this section, no person may operate an aircraft within the designated area unless-

(1) That aircraft is participating in disaster relief activities and is being operated under the direction of the agency responsible for relief activities;

(2) That aircraft is being operated to or from an airport within the area and is operated so as not to hamper or endanger relief activities;

(3) That operation is specifically authorized under an IFR ATC clearance;

(4) VFR flight around or above the area is impractical due to weather, terrain, or other considerations, prior notice is given to the Air Traffic Service facility specified in the Notice to Airmen, an enroute operation through the area is conducted so as not to hamper or endanger relief activities; or,

(5) That aircraft is carrying properly accredited news representatives, or persons on official business concerning the incident or event which generated the issuance of the Notice to Airmen; the operation is conducted in accordance with 91.79 of this chapter; the operation is conducted above the altitudes being used by relief aircraft unless otherwise authorized by the agency responsible for relief activities; and further, in connection with this type of operation, prior to entering the area the operator has filed with the Air Traffic Service facility specified in the Notice to Airmen a flight plan that includes the following information:

- (i) Aircraft identification, type and color.
- (ii) Radio communications frequencies to be used.
- (iii) Proposed types of entry and exit of the designated area.
- (iv) Name of news media or purpose of flight.
- (v) Any other information deemed necessary by ATC.

CITY OF NAPA

STREET CLOSURES DURING FLOODS

FIRST RESPONSE AREA STREETS PHASE 1		PHASE 2 BARRICADES FIRST RESPONSE AREA STREETS AND THE FOLLOWING:		PHASE 3 BARRICADES FIRST RESPONSE, PHASE 2 AND THE FOLLOWING:	
ARROYO DR	ALL	ACTION ST	ALL	ARBOREO ST	ALL
BEHRENS ST	ALL	ADRIAN ST	BETWEEN JACKSON AND SOUTH END	BROWN ST	BETWEEN LEGION & CLINTON AND FIFTH
BROWN ST	BETWEEN YOUNT AND CLINTON	BAILEY ST	ALL	CESTA ST	BETWEEN HEMLOCK & FRANKLIN SOUTH END
CALISTOGA AVE	ALL	BALE ST	ALL	CLAY ST	BETWEEN RANDOLPH AND FRANKLIN
CAYMUS ST	ALL	BURNELL ST	ALL	COLEMAN AVE	ALL
CENTER ST	ALL	CAROLINA ST	ALL	COOMBS ST	BETWEEN PEARL AND IMOLA
CLAY ST	BETWEEN WEST AND SOSCOL	CLAY ST	BETWEEN RIVER & SILVERADO TRAIL	CROSS ST	ALL
CLINTON ST	ALL	DEWOODY ST	ALL	DIVISION ST	BETWEEN COOMBS AND BROWN
EARL ST	ALL	EIGHT ST	ALL	ELM ST	BETWEEN COOMBS AND RIVERSIDE DR.
EGGLESTON ST	ALL	FIFTH ST	BETWEEN BURNELL AND SOSCOL	FIFTH ST	BETWEEN RANDOLPH AND NAPA RIVER
FIRST ST	BETWEEN NAPA CREEK AND SOSCOL	FIRST ST	BETWEEN SOSCOL AND SILVERADO TRAIL	FIRST ST	BETWEEN FRANKLIN AND SILVERADO TRAIL
JEFFERSON ST	BETWEEN HAYES AND CALISTOGA	FOURTH ST	BETWEEN SOSCOL AND BAILY	FOURTH ST	BETWEEN FRANKLIN AND COOMBS
JERRY LN	ALL	HAGEN RD	AT SILVERADO TRAIL	FRANKLIN ST	BETWEEN SPRUCE AND COOMBS
KANSAS AVE	AT SOSCOL	IDA ST	ALL	GASSER DR	ALL
MAIN ST	BETWEEN YOUNT AND PEARL	IMPERIAL WAY	ALL	HAYES ST	ALL
NAPA ST	ALL	IROQUIOS ST	ALL	HOOVER ST	ALL
NURSERY ST	ALL	JACKSON ST	BETWEEN MAIN AND SOSCOL	IMOLA AVE	BETWEEN COOMBS AND SOSCOL (HWY 121)
PEARL ST	BETWEEN RANDOLPH AND SOSCOL	JORDAN LN	ALL	LAUREL ST	BETWEEN COOMBS AND RIVERSIDE
SEMINARY ST	BETWEEN HAYES AND CALISTOGA	JUAREZ ST	ALL	MAIN ST	BETWEEN JACKSON AND NAPA RIVER
SHETLER AVE	AT SOSCOL	LINCOLN AVE	BETWEEN IROQUIOS ST. AND SILVERADO TRAIL	OAK ST	BETWEEN COOMBS AND RIVERSIDE DR.
SOSCOL AVE	BETWEEN KANSAS AND SHETLER	MAPLEWOOD AVE	ALL	PINE ST	BETWEEN COOMBS AND RIVERSIDE DR.
TRANCAS ST	BETWEEN SOSCOL AND SILVERADO	MARVIN ST	ALL	RANDOLPH ST	BETWEEN PEARL AND DIVISION
TULOCAY ST	ALL	MCKINSTRY ST	ALL	RIVERSIDE DR	ALL
VALLEJO ST	ALL	NORTH BAY DR	ALL	SECOND ST	BETWEEN FRANKLIN AND MAIN (NAPA CREEK)
WEST ST	ALL	OIL COMPANY RD	ALL	SILVERADO TR	BETWEEN HARDMAN AND IMOLA (HWY 121)
YAJOME ST	BETWEEN VALLEJO AND PEARL	PEARL ST	BETWEEN SILVERADO TRAIL AND NAPA RIVER	SOSCOL AVE	BETWEEN CENTRAL AND IMOLA
		POST ST	BETWEEN SILVERADO TRAIL AND NAPA RIVER	SPRUCE ST	BETWEEN FRANKLIN AND COOMBS
		RANDEAN WAY	ALL	THIRD ST	BETWEEN FRANKLIN AND SILVERADO TRAIL
		RIVER ST	ALL	YOUNT ST	ALL
		SECOND ST	BETWEEN SILVERADO TRAIL AND NAPA RIVER		
		SEVENTH ST	ALL		
		SILVERADO TR	BETWEEN MONTICELLO AND SOSCOL		
		SIXTH ST	ALL		
		SOUZA LN	ALL		
		TANEN ST	ALL		
		TAYLOR ST	ALL		
		THIRD ST	BETWEEN NAPA RIVER AND SILVERADO TRAIL		
		VERNON ST	ALL		
		WALL ST	ALL		
		WATER ST	ALL		
		YAJOME ST	BETWEEN JACKSON AND VALLEJO		

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